



125 West 55th St  
New York, NY 10019

Contract # 25268034

CPE: 690/720/3742

Agency: NEW MEDIA FIRM

Flight: 10/18/16 - 10/24/16  
Advertiser: COMMITTEE TO KEEP GEORGIA SCHOOLS LOCAL

Product: Ballot Measure

THE NEW MEDIA  
FIRM 1322 G ST., SE  
WASHINGTON DC  
20003

Version: Current State Version 1

Station: WGXA

Market: Macon

Office: WASHINGTON

Total CPP: \$96.46

Total \$: \$5,855.00  
Total Spots: 32

Agency Order #: 5286018

Buyer: Placement, Media

Salesperson: THOMAS DRURY

212-373-8108

Primary Demo: Adults 35+

Con Type: POLITICAL/VOTE

Assistant: THOMAS DRURY

212-373-8108

Total GRP: 60.7

Separation:

Comments: Separation: 30

#	Day/Time	DP	Program	Rate	A3SP Rating	Len	10/18 - 10/24							Total Spots	Total \$	CPP	GRP
							10/18	10/19	10/20	10/21	10/22	10/23	10/24				
1	Tu-F,M 9a-10a		JUDGE MATHIS	\$80.00	1.4	30	1	0	1	1	0	0	0	3	\$240.00	\$57.14	4.2
2	Tu-F,M 10a-11a		MILLIONAIRE/MILLIONAIRE B	\$60.00	0.6	30	0	1	0	0	0	0	1	2	\$120.00	\$100.00	1.2
3	Tu-F,M 12n-1p		Divorce Court	\$60.00	0.5	30	0	1	1	0	0	0	1	3	\$180.00	\$120.00	1.5
4	Tu-F,M 1p-2p		PEOPLE'S COURT	\$80.00	0.2	30	1	0	0	1	0	0	0	2	\$160.00	\$400.00	0.4
5	Tu-F,M 2p-3p		Judge Mathis	\$100.00	0.7	30	1	0	1	0	0	0	0	2	\$200.00	\$142.86	1.4
6	Tu-F,M 3p-4p		Hot Bench	\$60.00	1.1	30	0	1	0	1	0	0	1	3	\$180.00	\$54.55	3.3
7	Tu-F,M 4p-5p		Family Feud	\$240.00	2.3	30	1	1	0	0	0	0	1	3	\$720.00	\$104.35	6.9
8	Tu-F,M 5p-6p		WGXA FOX24 News at 5P	\$85.00	1.9	30	1	0	1	1	0	0	0	3	\$255.00	\$44.74	5.7
9	Tu-F,M 6p-6:30p		Family Feud	\$200.00	3.1	30	0	0	1	0	0	0	1	2	\$400.00	\$64.52	6.2
10	Tu-F,M 6:30p-7p		Family Feud	\$200.00	3.1	30	0	1	0	1	0	0	0	2	\$400.00	\$64.52	6.2
11	Tu-F,M 7p-7:30p		Big Bang Theory	\$440.00	4.5	30	1	0	1	0	0	0	1	3	\$1,320.00	\$97.78	13.5
12	Tu-F,M 7:30p-8p		Big Bang Theory	\$440.00	3.7	30	0	0	0	1	0	0	0	1	\$440.00	\$118.92	3.7
13	Tu-F,M 10p-11p		WGXA FOX24 News at 10P	\$500.00	2.7	30	1	0	1	0	0	0	0	2	\$1,000.00	\$185.19	5.4
14	Tu-F,M 10p-10:30p		WGXA FOX24 Weekend News -	\$240.00	1.1	30	0	0	0	0	1	0	0	1	\$240.00	\$218.18	1.1
TOTALS:							7	5	7	6	1	0	6	32	\$5,855.00	\$96.46	60.7



125 West 55th St  
New York, NY 10019

**Contract #** 25268034 **Changes as of:** 8/16/2016 at 8:57 AM **Version:** Current State Version 1  
**CPE:** 690/720/3742 **Flight:** 10/18/16 - 10/24/16 **Station:** WGXA  
**Agency:** NEW MEDIA FIRM **Advertiser:** COMMITTEE TO KEEP GEORGIA SCHOOLS LOCAL **Market:** Macon  
**Total \$:** \$5,855.00 **Total Spots:** 32

THE NEW MEDIA  
FIRM 1322 G ST., SE  
WASHINGTON DC  
20003

**Product:** Ballot Measure **Office:** WASHINGTON **Total CPP:** \$96.46  
**Agency Order #:** 5286018 **Buyer:** Placement, Media **Primary Demo:** Adults 35+  
**Salesperson:** THOMAS DRURY 212-373-8108 **Con Type:** POLITICAL/VOTE **Assistant:** THOMAS DRURY 212-373-8108  
**Total GRP:** 60.7 **Separation:**

Special Instructions	
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Date/Time	Added by	Comment
08/16/16 8:57 AM	THOMAS DRURY	Separation: 30

#### Order Level Comments

Competitive Information	
Market Budget:	\$26,614
WGXA Share:	22%
Comment:	
EGXA:	6%
WMAZ:	61%
WMGT:	11%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	32	\$5,855.00	\$96.46	60.7
<b>Total</b>	<b>100%</b>	<b>32</b>	<b>\$5,855.00</b>	<b>\$96.46</b>	<b>60.7</b>

Monthly Summary		
Month	Spots	Dollars
2016-Oct	32	\$5,855.00
<b>Total</b>	<b>32</b>	<b>\$5,855.00</b>

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Queued for Electronic Contracting	8/16/16 9:09 AM					\$0
New	8/16/16 8:44 AM	THOMAS DRURY	New	32		\$5,855.00
						\$5,855.00

**Non-Discrimination Policy**  
 PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.





WGXA  
599 Martin Luther King Jr Blvd  
Macon, GA 31201

New Media Firm, The  
1322 G Street SE  
Washington, DC 20003

**Contract #****2607758****Schedule Dates**

10/18/16-10/24/16

**Advertiser**

Committee To Keep Georgia Schools Local (112017)

**Agency**

New Media Firm, The (8200)

**Product**

POLITICAL ISSUE (ns) (1187)

**Brand**

Ballot Measure Est3742 (856467)

**Salesperson**

Millennium/DC, Washington DC (1108)

**Sales Office**

Millennium Washington DC

**Buyer Name**

Medi.Placement,

**Phone/Fax**

/

**CPE**

690/720/3742

**Account Types**

National/Political Issue Agency BRD

**Billing Type**

Weekly/Irregular

**Comments**Ballot Measure  
Separation: 30**Date Entered**

08/22/16

**Last Modified**

08/22/16

**Entered By**

Jill Reilly

**CO-OP**

No

**Headline #**

ECR25269034

**Demo**

A35+

**Order Type**

Normal

**Package Deal**

Normal

**Commission %**

15.00

**Commission**

\$878.25

**Net Total**

\$4,976.75

**Sales Tax****Macon (WGXA)****By Broadcast Month**

Oct. 2016

**Grand Total:****Spots**

32

**Rate**

\$5,855.00

**32****\$5,855.00**

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	10/18/16-10/18/16	3	:30	9A- Harry			1						1	\$80.00	\$80.00	Macon (WGXA)	HARRY	8/22/16
2.0	Normal Line / SPOT (1)	10/20/16-10/20/16	3	:30	9A- Harry					1				1	\$80.00	\$80.00	Macon (WGXA)	HARRY	8/22/16
3.0	Normal Line / SPOT (1)	10/21/16-10/21/16	3	:30	9A- Harry						1			1	\$80.00	\$80.00	Macon (WGXA)	HARRY	8/22/16
4.0	Normal Line / SPOT (2)	10/19/16-10/19/16	3	:30	10A- 11A (EST)				1					1	\$60.00	\$60.00	Macon (WGXA)	MILLIONAIRE/MILLIONAIRE	8/22/16
5.0	Normal Line / SPOT (2)	10/24/16-10/24/16	3	:30	10A- 11A (EST)			1						1	\$60.00	\$60.00	Macon (WGXA)	MILLIONAIRE/MILLIONAIRE	8/22/16
6.0	Normal Line / SPOT (3)	10/19/16-10/19/16	3	:30	Orbit- [P]Divorce Court(We),				1					1	\$60.00	\$60.00	Macon (WGXA)	Divorce Court	8/22/16
7.0	Normal Line / SPOT (3)	10/20/16-10/20/16	3	:30	Orbit- [P]Divorce Court(Th),					1				1	\$60.00	\$60.00	Macon (WGXA)	Divorce Court	8/22/16
8.0	Normal Line / SPOT (3)	10/24/16-10/24/16	3	:30	Orbit- [P]Divorce Court(Mo),							1		1	\$60.00	\$60.00	Macon (WGXA)	Divorce Court	8/22/16
9.0	Normal Line / SPOT (4)	10/18/16-10/18/16	3	:30	Orbit- [P]Judge Faith(Tu),							1		1	\$80.00	\$80.00	Macon (WGXA)	JUDGE FAITH	8/22/16
10.0	Normal Line / SPOT (4)	10/21/16-10/21/16	3	:30	Orbit- [P]Judge Faith(Fr),								1	1	\$80.00	\$80.00	Macon (WGXA)	JUDGE FAITH	8/22/16

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser:

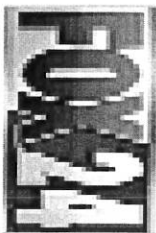
Date:

Accepted-Station:

Date:

Comments:

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at: <http://sbgj.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



WGXA  
599 Martin Luther King Jr Blvd  
Macon, GA 31201

New Media Firm, The  
1322 G Street SE  
Washington, DC 20003

# Contract # 2607758

Schedule Dates	10/18/16-10/24/16	Date Entered	08/22/16
Advertiser	Committee To Keep Georgia Schools Local (112017)	Last Modified	08/22/16
Agency	New Media Firm, The (8200)	Entered By	Jill Reilly
Product	POLITICAL ISSUE (ns) (1187)	CO-OP	No
Brand	Ballot Measure E81742 (856467)	Headline #	ECR25268034
Salesperson	Millennium/DC, Washington DC (1108)	Demo	A35+
Sales Office	Millennium Washington DC	Order Type	Normal
Buyer Name	Medi.Placement,	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	690/720/3742	Commission	\$878.25
Account Types	National/Political Issue Agency BRD	Net Total	\$4,976.75
Billing Type	Weekly/Irregular	Sales Tax	
Comments	Ballot Measure Separation: 30		

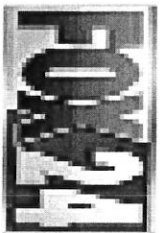
Macon (WGXA)		
By Broadcast Month	Spots	Rate
Oct. 2016	32	\$5,855.00
Grand Total:	32	\$5,855.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
11.0	Normal Line / SPOT (5)	10/18/16-10/18/16	3	:30	2p Judge Mathis			1						1	\$100.00	\$100.00	Macon (WGXA)	Judge Mathis	8/22/16
12.0	Normal Line / SPOT (5)	10/20/16-10/20/16	3	:30	2p Judge Mathis				1					1	\$100.00	\$100.00	Macon (WGXA)	Judge Mathis	8/22/16
13.0	Normal Line / SPOT (6)	10/19/16-10/19/16	3	:30	Orbit- [P]Hot Bench (We)				1					1	\$60.00	\$60.00	Macon (WGXA)	Hot Bench	8/22/16
14.0	Normal Line / SPOT (6)	10/21/16-10/21/16	3	:30	Orbit- [P]Hot Bench (Fr)					1				1	\$60.00	\$60.00	Macon (WGXA)	Hot Bench	8/22/16
15.0	Normal Line / SPOT (6)	10/24/16-10/24/16	3	:30	Orbit- [P]Hot Bench (Mo)		1							1	\$60.00	\$60.00	Macon (WGXA)	Hot Bench	8/22/16
16.0	Normal Line / SPOT (7)	10/18/16-10/18/16	3	:30	Orbit- [P]Family Feud 3(Tu)			1						1	\$240.00	\$240.00	Macon (WGXA)	Family Feud	8/22/16
17.0	Normal Line / SPOT (7)	10/19/16-10/19/16	3	:30	Orbit- [P]Family Feud 3(We)				1					1	\$240.00	\$240.00	Macon (WGXA)	Family Feud	8/22/16
18.0	Normal Line / SPOT (7)	10/24/16-10/24/16	3	:30	Orbit- [P]Family Feud 4(Mo)		1							1	\$240.00	\$240.00	Macon (WGXA)	Family Feud	8/22/16
19.0	Normal Line / SPOT (8)	10/18/16-10/18/16	3	:30	SP- News-WGXA News at 5p			1						1	\$85.00	\$85.00	Macon (WGXA)	WGXA FOX24 News at 5p	8/22/16
20.0	Normal Line / SPOT (8)	10/20/16-10/20/16	3	:30	SP- News-WGXA News at 5p				1					1	\$85.00	\$85.00	Macon (WGXA)	WGXA FOX24 News at 5p	8/22/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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1322 G Street SE  
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Macon (WGXA)		
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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
21.0	Normal Line / SPOT (6)	10/21/16-10/21/16	3	:30	5P- News-WGXA News at 5p						1			1	\$85.00	\$85.00	Macon (WGXA)	WGXA FOX24 News at 5p	8/22/16
22.0	Normal Line / SPOT (9)	10/20/16-10/20/16	3	:30	6P- Family Feud					1				1	\$200.00	\$200.00	Macon (WGXA)	Family Feud	8/22/16
23.0	Normal Line / SPOT (9)	10/24/16-10/24/16	3	:30	6P- Family Feud		1							1	\$200.00	\$200.00	Macon (WGXA)	Family Feud	8/22/16
24.0	Normal Line / SPOT (10)	10/19/16-10/19/16	3	:30	6:30P- Family Feud 2				1					1	\$200.00	\$200.00	Macon (WGXA)	Family Feud	8/22/16
25.0	Normal Line / SPOT (10)	10/21/16-10/21/16	3	:30	6:30P- Family Feud 2					1				1	\$200.00	\$200.00	Macon (WGXA)	Family Feud	8/22/16
26.0	Normal Line / Access (11)	10/18/16-10/18/16	3	:30	7P- Big Bang Theory			1						1	\$440.00	\$440.00	Macon (WGXA)	Big Bang Theory	8/22/16
27.0	Normal Line / Access (11)	10/20/16-10/20/16	3	:30	7P- Big Bang Theory				1					1	\$440.00	\$440.00	Macon (WGXA)	Big Bang Theory	8/22/16
28.0	Normal Line / Access (11)	10/24/16-10/24/16	3	:30	7P- Big Bang Theory		1							1	\$440.00	\$440.00	Macon (WGXA)	Big Bang Theory	8/22/16
29.0	Normal Line / Access (12)	10/21/16-10/21/16	3	:30	7:30P- Big Bang Theory 2					1				1	\$440.00	\$440.00	Macon (WGXA)	Big Bang Theory	8/22/16
30.0	Normal Line / SPOT (13)	10/18/16-10/18/16	3	:30	9:59:50P- News-WGXA News at 10p			1						1	\$500.00	\$500.00	Macon (WGXA)	WGXA FOX24 News at 10p	8/22/16
31.0	Normal Line / SPOT (13)	10/20/16-10/20/16	3	:30	9:59:50P- News-WGXA News at 10p				1					1	\$500.00	\$500.00	Macon (WGXA)	WGXA FOX24 News at 10p	8/22/16
32.0	Normal Line / SPOT (14)	10/22/16-10/22/16	3	:30	11:30P- News-WGXA Saturday News at 10p							1		1	\$240.00	\$240.00	Macon (WGXA)	WGXA FOX24 Weekend News - Saturday	8/22/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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